MARKET PROFILE

Centre Ave and Devilliers St Commercial District

Hill District

Urban Redevelopment Authority of Pittsburgh

2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
484

Number of Employees:
7,261

Employees/Residential Population Ratio*:
1.48:1

Major Industries:
Food & Beverage Stores, Motor Vehicles & Parts Dealers, General Merchandise Stores

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$5,551,868	$62,121	$5,489,747	97.8	1
Furniture & Home Furnishing Stores	$626,307	$0	$626,307	100.0	0
Electronics and Appliance Stores	$769,040	$94,778	$674,262	78.1	1
Building Materials, Garden Equip. & Supply Stores	$771,397	$85,837	$685,560	80.0	1
Food and Beverage Stores	$5,759,029	$3,125,790	$2,633,239	29.6	8
Health and Personal Care Stores	$1,678,197	$550,127	$1,128,070	50.6	2
Gasoline Stations	$2,910,862	$1,607,509	$1,303,353	28.8	1
Clothing & Clothing Accessories Stores	$1,897,933	$424,973	$1,472,960	63.4	3
Sporting Goods / Hobby / Music / Book Stores	$846,408	$1,140,411	-$294,003	-14.8	1
General Merchandise Stores	$4,400,139	$796,792	$3,603,347	69.3	2
Nonstore Retailers	$3,561,996	$0	$3,561,996	100.0	0
Food Services & Drinking Places	$3,339,083	$9,129,908	-$5,790,825	-46.4	10

**Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Last Updated June 15

Centre Ave and Devilliers St Commercial District

Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,945	4,906	4,898	-0.03%
Households	2,625	2,626	2,633	0.05%
Median Age	33.8	33.5	34.3	0.48%
% 0-9	11.6%	11.9%	11.4%	-0.84%
% 10-14	5.0%	4.4%	4.8%	1.82%
% 15-24	22.6%	21.0%	18.7%	-2.19%
% 25-34	12.1%	14.3%	15.9%	2.24%
% 35-44	8.7%	7.7%	7.4%	-0.78%
% 45-54	12.6%	11.1%	9.7%	-2.52%
% 55-64	11.0%	12.1%	12.6%	0.83%
% 65+	16.6%	17.6%	19.6%	2.27%
Median Household Income	***	$16,093	$17,759	2.07%
Average Household Income	***	$29,917	$36,399	4.33%
Per Capita Income	***	$16,283	$19,881	4.42%
Total Housing Units	3,045	3,094	3,127	0.21%
% Owner Occupied Units	15.2%	13.5%	13.1%	-0.59%
% Renter Occupied Units	71.0%	71.4%	71.1%	-0.08%
% Vacant Housing Units	13.8%	15.1%	15.8%	0.93%
Median Home Value	***	$124,324	$169,477	7.26%

Traffic Count Profile	Closest Cross-Street	Count
Dinwiddie St	Wick St	3,763
Kirkpatrick St	Wylie Ave	3,721
Crawford St	Reed St	6,295
Crawford St	Webster Ave	8,489
Miltenberger St	Watson St	3,783
Forbes Ave	Gist St	10,417
Kirkpatrick St	Gazzam St	7,559

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

2014 Households by Disposable Income	
<$15,000	52.0%
$15,000—$24,999	18.1%
$25,000—$34,999	7.7%
$35,000—$49,999	8.1%
$50,000—$74,999	8.4%
$75,000—$99,999	2.4%
$100,000—$149,999	2.2%
$150,000+	1.1%
Median Disposable Income	$14,413

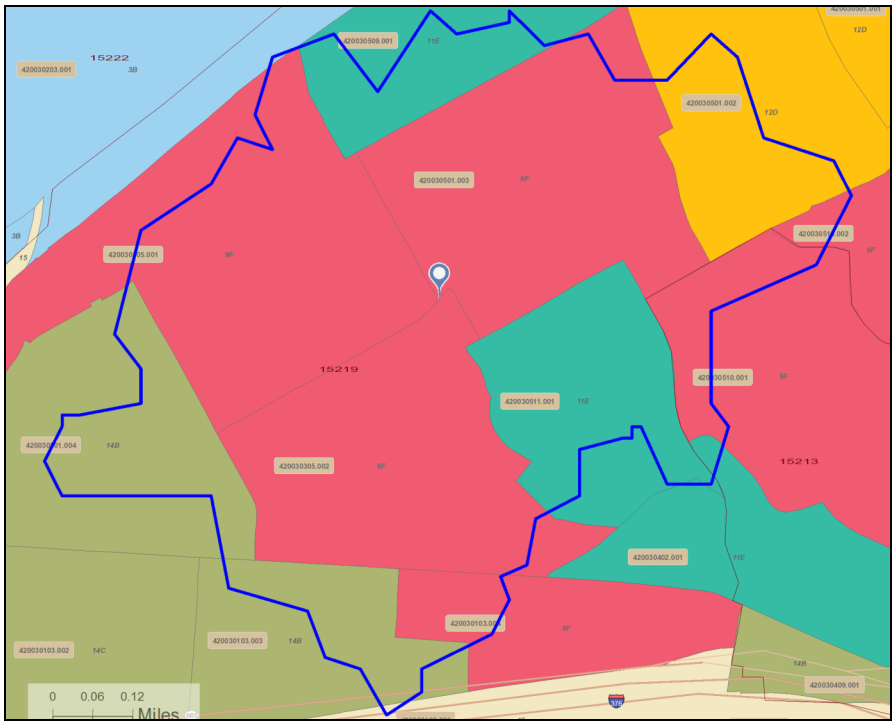
Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	18.9%
High School Diploma or Some College	61.0%
Associates Degree	4.0%
Bachelor's Degree	7.9%
Graduate or Professional Degree	8.5%

Spending Potential Index	
Apparel and Services	31
Computers and Accessories	43
Education	46
Entertainment / Recreation	41
Food at Home	45
Food Away from Home	43
Health Care	39
Household Furnishing and Equipment	36
Investment	30
Retail Goods	39
Shelter	46
TV/Video/Audio	46
Travel	36
Vehicle Maintenance & Repair	41
Total Expenditures	40

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.

Centre Ave and Devilliers St Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 4th highest rate of change in median home value from 2000 to 2008 in Pittsburgh
- Number of bus lines in neighborhood: 3
- Persons per sq. mile: 6,304 (City average: 5,646)
- Walk Score: 73

* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see http://www.walkscore.com/

TAPESTRY SEGMENT DESCRIPTIONS

Social Security Set (58.1%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

College Towns (20.0%)

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

City Commons (18.2%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Modest Income Homes (3.7%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at: http://www.esri.com/library/whitepapers/pdfs/community**

Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed for community organization that are working to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.
The program aims to bring newcomers into your neighborhood business district and create a "buzz" about your business district through media and word of mouth.

For more information about applications and eligibility, visit:
http://www.ura.org/business_owners/mainstreets.php

Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact Josette Fitzgibbons at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact Quianna Wasler at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

Clarissa Street homes, a few blocks from Herron Ave

Featured Business: Energy Innovation Center

Type of Business: Training Center

URA Program Utilized: Pittsburgh Development Fund

URA Investment: $1,200,000

Private Investment: $52,217,769

Total Project Investment: $53,981,769

Contacts

Hill House Association:
www.hillhouse.org/

Hill Community Development Corp:
www.hilldistrict.org/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

For More Information:
For additional market value analysis data, contact Josette Fitzgibbons at jfitzgibbons@ura.org
Department of City Planning SNAP Neighborhood Data: http://www.pittsburghpa.gov/dcp/snap/
Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:
http://www.ucsur.pitt.edu/neighborhood_reports_acs.php